



City of Austin - JOB DESCRIPTION



Advertising and Outreach Coordinator

FLSA:	Standard/Non-Exempt	EEO Category:	(20) Professionals
Class Code:	18767	Salary Grade:	ZC7
Approved:	March 30, 1998	Last Revised:	March 17, 2011

Purpose:

Under general supervision, responsible for the planning, research scheduling, coordination and promotion of community, employee and media events as well as special events such as conferences, tradeshow and educational and outreach efforts. Responsible for buying and monitoring media for Austin Energy.

Duties, Functions and Responsibilities:

Essential duties and functions, pursuant to the Americans with Disabilities Act, may include the following. Other related duties may be assigned.

1. Schedule and coordinate assigned events within budgetary limits.
2. Monitor and direct the events from beginning to end.
3. Represent Austin Energy and City of Austin programs at events.
4. Assemble resources, i.e. staff, facilities, food services, promotional material, etc. for assigned events.
5. Cross train Austin Energy program staff to adequately represent all Austin Energy programs to the public.
6. Develop roles and calendar for community involvement.
7. Participate on marketing teams to plan and deliver marketing events and media productions.
8. Coordinate and monitor contracts, budgets and performance measures for media advertising (print ads, television, radio, internet, billboards, etc.)
9. Research, purchase and monitor inventory of promotional items department wide.
10. Develop and make presentations to Austin Energy customers, service providers and department representatives.

Responsibilities - Supervisor and/or Leadership Exercised:

- May provide leadership, work assignments, evaluation, training, and guidance to others.

Knowledge, Skills, and Abilities:

Must possess required knowledge, skills, abilities and experience and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

- Knowledge of conference/community events processes.
- Knowledge of market segmentation, media markets and experience in the media purchasing process.
- Skills in oral and written communication, including public presentation.
- Skill in establishing and maintaining professional relationships.
- Skill in coaching, leading and teaching assigned staff.
- Ability to work with minimal supervision.
- Ability to plan conferences and events.
- Ability to accomplish multiple tasks and projects.
- Ability to represent Austin Energy and City of Austin in a professional manner.
- Ability to use various computer software applications, including elementary design skills

Minimum Qualifications:

- Graduation from an accredited four-year college or university with major course work in a related field, plus three (3) years of relevant work experience.
- Experience may substitute for education up to four (4) years

Licenses and Certifications Required:

None.

This description is intended to indicate the kinds of tasks and levels of work difficulty required of the position given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of management to assign, direct and control the work of employees under supervision. The listing of duties and responsibilities shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.